



# ENVIRONMENTAL SERVICES

# News Release

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## **MAYOR DICK MURPHY HELPS CITY OF SAN DIEGO HONOR LOCAL BUSINESSES' AND ORGANIZATIONS' ENVIRONMENTAL ACHIEVEMENTS**

**SAN DIEGO, CA--** City of San Diego Mayor Dick Murphy helped honor local businesses and organizations with an award from the City of San Diego's *2003 Waste Reduction & Diversion Awards Program* during the Annual San Diego Earth Works VIP (Very Important Planet) Reception on Wednesday, May 14, 2003 from 6 to 9 p.m. at the City's Ridgehaven Green Building. Sponsored by the City's Environmental Services Department, a total of 30 companies and organizations located in the City of San Diego, received awards for their innovative waste reduction programs that contribute to diverting waste from landfills and conserving natural resources.

"Currently more than 21 percent of all the waste that enters the Miramar Landfill is paper that could have been recycled and half of that is generated by San Diego businesses," said Richard L. Hays, director of Environmental Services Department. "While it's our job to keep the landfill open for as long as we can by conserving space, we can't do it alone. Companies who take the initiative, such as our Recyclers of the Year, to develop waste reduction and recycling programs really help make a difference in the quality of our city's environment today and in the future."

The *2003 Waste Reduction & Diversion Awards Program* features six different award categories: *Environmental Champion*, *Recycler of the Year*, *Director's Recycling Award*, *Honorable Mention*, *Environmental Partner*, and *Climate Wise Energy Star Partner of the Year*.

Television news weathercaster and environmentalist Loren Nancarrow was selected as the *Environmental Champion* for 2003 for his continued efforts to educate and influence the community about composting, gardening and waste reduction. His reporting has taken him around the world in search of environmental issues and nature stories. Currently as a weathercaster for KGTV 10 News, Loren provides San Diegans with helpful tips about how to tread gently on the environment during his segment "Loren's Field Notes."

Loren is also an award-winning author, having co-written "*Dead Snails Leave No Trails*," "*The Worm Book*," and "*Dead Daisies Make Me Crazy*." Loren is an avid gardener and his gardens and gardening techniques have been featured in various national and local magazines.

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## ***ADD Page 2--Waste Reduction and Diversion Awards...***

The ***Recycler of the Year Award*** is the award program's most prestigious award for businesses and is given to companies whose recycling and waste reduction efforts are original and divert significant amounts of waste from landfills. This year the following eight companies received this award:

**Albertson's, Inc.** – Albertson's, Inc. supported the development of a "Common Footprint Produce Box" which is made from recycled content and is recyclable. This box generates revenue and provides operational savings by reducing the amount of produce lost in shipping and the cost of handling and labor. During 2002, Albertson's used this box in approximately 60 percent of their produce shipments.

**Kyocera Wireless Corp.** – In 2002, Kyocera increased employee recycling awareness which resulted in more than 1,058 tons of paper, plastic, electronic and other wastes being diverted from landfill disposal. A total of \$19,548 in revenues and \$2.4 million in disposal costs were avoided from these recycling efforts. The used phone battery refurbishment program alone resulted in \$2.2 million cost avoidance.

**San Diego International Airport**—In 2002, the San Diego International Airport entered into an agreement with a new recycling service provider, filled the passenger areas of the terminals with custom-made commingled recycling containers, created a Waste and Recycling Committee that includes representatives from all service providers in the airport and the airlines, and increased the educational outreach for employees and tenants. In the first months of the program, the airport successfully doubled their recycling rate and almost eliminated recycling contamination.

**San Diego Unified School District**—Through a new and aggressive recycling education effort, the San Diego Unified School District was able to strengthen mixed paper and greens recycling programs in all the schools and implement an innovative beverage container recycling pilot program in 90 percent of middle and high schools. These recycling activities have resulted in approximately \$88,000 in avoided disposal costs and more than 6,000 tons of materials recycled per year.

**SeaWorld of San Diego**—In 2002, Seaworld's recycling efforts generated more than \$46,000 in revenue and resulted in the diversion of approximately 9,800 tons of materials, food scraps, green trimmings, cardboard, plastic bags from merchandise, Clydesdale horse manure, and leftover fish. In addition, SeaWorld educates employees about recycling, facilitates employee involvement in recycling programs, and promotes the purchase and use of products made with recycled content.

**Sony Electronics Inc.**—In addition to reducing the amount of waste generated from Sony's manufacturing and office activities, Sony engineers have developed methods of packaging that reduces waste generated by consumers when using Sony products. In 2002, Sony recycled more than 7,250 tons of materials, generated \$133,000 in recycling revenue and achieved an 84.6 percent recycling rate.

**Vons A Safeway Company**—During 2002, Vons' efforts to reduce the amount of packaging used in shipping and improve their organics recycling program, resulted in a total of 18,366 tons of refuse diverted from disposal in San Diego landfills, reduction in the cost and frequency of refuse collection services and an 87 percent diversion rate.

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**Westfield Shoppingtown Mission Valley**—Westfield operates a highly efficient Waste Reduction System which year round helps them conserve resources and cost effectively manage generated waste. During 2002, Westfield recycled more than 505 tons of materials which allowed them to achieve a 62.5 percent recycling rate and substantial cost savings in waste disposal charges.

The ***Director's Recycling Award*** is the second highest award given to companies for their waste reduction and diversion efforts. The following 14 companies were recognized in this category: City of San Diego, Metropolitan Wastewater Department, Gold Mine Natural Food Company, Goodwill Industries of San Diego County, Hewlett-Packard Company, Kyocera America Inc., Museum of Contemporary Art San Diego, Ocean Beach People's Organic Food Co-Op, San Diego Convention Center Corporation, Standley Middle School, Target Corporation – Target Stores, Unisys Corporation, United States Postal Service, Urban Corp of San Diego, Zoological Society of San Diego.

The ***Honorable Mention Award*** is the third highest award and the following seven companies were selected to receive this award: Bazaar del Mundo, Biosite Incorporated, ENCAD, Inc. A Kodak Company, First Future Credit Union, Kaiser Permanente San Diego, QUALCOMM, Inc., The Salvation Army San Diego Silvercrest Residence Inc.

In addition, the City recognized the San Diego Gulls as their ***Environmental Partner*** for partnering with the Environmental Services Department to promote recycling to their sports fans at City's hosted Sports Recycle Night Events at the Sports Arena just before game time. In addition, the Gulls promote beverage container recycling at all events in the Sports Arena through the year. Their staff and players demonstrate a commitment to community service by regularly participating at events to promote recycling.

The ***Climate Wise Energy Star Partner of the Year*** for 2003 is Kyocera Wireless Corp. for their energy-conservation programs and their technical support for the City's Green School Program, a youth energy education program. In 2002, Kyocera's energy conservation efforts helped saved 931,396 kilowatt hours and \$124,031. Kyocera also used public and internal websites to promote awareness of the company's ISO 14001 certification, commitment to environmental protection, and for accepting feedback from the public and employees for continual improvement.

The City of San Diego's Environmental Services Department is charged with refuse collection and disposal, recycling and environmentally sound landfill management to meet the City's long-term disposal needs. The Department also oversees the City's management of energy use and explores innovative options for energy independence. For more information on Environmental Services, visit its website at <http://www.sandiego.gov/environmental-services/index.shtml>.